

RE: DOG DAY - New tracking links

**Subject:** RE: DOG DAY - New tracking links  
**From:** "Michael Filson" <@>  
**Date:** 06/23/2016 11:04 AM  
**To:** michael@downtownnews.com

Thanks Michael!

**Mike Filson**  
*Community Relations Manager*



**Downtown Center Business Improvement District**  
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017  
Call: 213-416-7524 | Fax: 213-416-0858  
Web: [DowntownLA.com](http://DowntownLA.com)



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**From:** Michael Lamb [mailto:michael@downtownnews.com]  
**Sent:** Thursday, June 23, 2016 10:54 AM  
**To:** Michael Filson  
**Subject:** Re: DOG DAY - New tracking links

Mike

The web ads are all fixed. My apologies. We will run the ads thru your event day 7/13 which gives you a couple more days at no additional charge.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct  
213-453-3548 Mobile  
213-250-4617 Fax

<http://www.ladowntownnews.com/>  
[michael@ladowntownnews.com](mailto:michael@ladowntownnews.com)

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On Jun 23, 2016, at 10:42 AM, Michael Filson wrote:

RE: DOG DAY - New tracking links

Perfect!

**Mike Filson**

*Community Relations Manager*

<image001.png>

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Web: [DowntownLA.com](http://DowntownLA.com)

<image002.png> <image003.png> <image004.png>

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**From:** Michael Lamb [<mailto:michael@downtownnews.com>]

**Sent:** Thursday, June 23, 2016 10:42 AM

**To:** Michael Filson

**Subject:** Re: DOG DAY - New tracking links

I was just talking about the eblast,  
Let me double check the other ads.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

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On Jun 23, 2016, at 10:35 AM, Michael Filson wrote:

Michael,

RE: DOG DAY - New tracking links

Are you talking about the web carousel and web ad box? If so, according to the breakdown you sent, these ads should run until 7/6.

**Mike Filson**

*Community Relations Manager*

<image001.png>

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<image002.png> <image003.png> <image004.png>

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**From:** Michael Lamb [<mailto:michael@downtownnews.com>]

**Sent:** Thursday, June 23, 2016 10:33 AM

**To:** Michael Filson

**Subject:** Re: DOG DAY - New tracking links

Hi Mike

We are running the ad again today and tomorrow at no charge.  
I will make sure the link is correct.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

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<http://www.ladowntownnews.com/>  
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On Jun 23, 2016, at 8:35 AM, Michael Filson wrote:

RE: DOG DAY - New tracking links

Thanks! As of this email, they are still incorrect.

<image001.gif> **Mike Filson**  
Community Relations Manager  
**Downtown Center Business Improvement District**  
626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017  
*call* (213) 624-2146 x223  
*direct* (213) 416-7524  
*fax* (213) 624-0858  
*email* [mfilson@DowntownLA.com](mailto:mfilson@DowntownLA.com)  
*go to* [www.DowntownLA.com](http://www.DowntownLA.com)

<image002.gif> <image003.gif> <image004.gif> <image005.gif>

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**From:** Michael Lamb [<mailto:michael@downtownnews.com>]  
**Sent:** Thursday, June 23, 2016 8:24 AM  
**To:** Michael Filson  
**Subject:** Re: DOG DAY - New tracking links  
**Importance:** High

Hi Mike  
I will check on it today and get back to you

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct  
213-453-3548 Mobile  
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On Jun 22, 2016, at 5:06 PM, Michael Filson wrote:

Michael,

Have these been changed yet? It appears they are still going to the wrong page.

<image001.gif>

**Mike Filson**

Community Relations Manager

**Downtown Center Business Improvement District**

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*go to* [www.DowntownLA.com](http://www.DowntownLA.com)

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

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**From:** Michael Filson

**Sent:** Wednesday, June 22, 2016 10:27 AM

**To:** 'Michael Lamb'

**Subject:** DOG DAY - New tracking links

**Importance:** High

Can you please replace the current tracking links with these?

Thanks!

E-BLAST

[https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm\\_source=Downtown%20News%20&utm\\_medium=eblast&utm\\_campaign=Dog%20Day](https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=Downtown%20News%20&utm_medium=eblast&utm_campaign=Dog%20Day)

CAROUSEL & BANNER

[https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm\\_source=DT%20News&utm\\_medium=Banner&utm\\_content=Carousel&utm\\_campaign=Dog%20Day%2016](https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=DT%20News&utm_medium=Banner&utm_content=Carousel&utm_campaign=Dog%20Day%2016)

WEB AD BOX

[https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm\\_source=Downtown%20News%20&utm\\_medium=web%20ad%20box&utm\\_campaign=Dog%20Day](https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=Downtown%20News%20&utm_medium=web%20ad%20box&utm_campaign=Dog%20Day)

Please let me know when done...

<image001.gif>

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Community Relations Manager

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RE: DOG DAY - New tracking links

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

[RSVP](#) for our 10th Annual Dog Day at the Cathedral  
Wednesday, July 13 from 6-9pm

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—image001.png



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—image002.png



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—image003.png



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—image004.png



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—Attachments:

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image002.png	1.2 KB
image003.png	1.2 KB
image004.png	1.2 KB